Revision – Business studies, marketing

**Teacher note** – in the following activities, students will apply their business content knowledge to contemporary business issues. Students will then use their skills and knowledge to an examination style question. The focus will be on the main elements involved in developing and implementing successful marketing strategies.

# Aim

Business Studies aims to develop knowledge, understanding, skills and values which enable students to make judgements about the performance of businesses in a dynamic business environment.

## Objectives

Through Business Studies, students will develop:

* knowledge and understanding about:
* the nature, role and structure of business
* internal and external influences on business
* the functions and processes of business activity
* management strategies and their effectiveness

skills to:

* investigate, synthesise and evaluate contemporary business issues and hypothetical and actual business situations
* communicate business information and issues using appropriate formats
* apply mathematical concepts appropriate to business situations

values and attitudes about:

* responsible participation in business activity
* ethical business behaviour
* corporate social responsibility.

## Outcomes

The student:

* **H1** critically analyses the role of business in Australia and globally
* **H2** evaluates management strategies in response to changes in internal and external influences
* **H3** discusses the social and ethical responsibilities of management
* **H4** analyses business functions and processes in large and global businesses
* **H5** explains management strategies and their impact on businesses
* **H6** evaluates the effectiveness of management in the performance of businesses
* **H7** plans and conducts investigations into contemporary business issues
* **H8** organises and evaluates information for actual and hypothetical business situations
* **H9** communicates business information, issues and concepts in appropriate formats

Outcomes referred to in this document are from [Business Studies Stage 6 Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/hsie/business-studies) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2010.

## Teaching and learning activities

* Using your knowledge of a business, complete bullet point notes on the following in the table below:
  + how each of the following contemporary business situations would impact on the management of the business and marketing
  + possible strategies to respond to the situation
  + examples from a case study.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Contemporary business situation** | | **Marketing syllabus** | | | **Impact, strategies and case examples** |
| A competing business has introduced a loyalty rewards system for customers | | role of marketing |  | |
| The operations department has announced that it will not be making/providing a certain product input due its effect on the environment | | role of marketing  influences on marketing |  | |
| The government bans the sale of a product to people under 18 years old | | influences on marketing |  | |
| Customers are demanding “environmentally friendly” business processes | | influences on marketing |  | |
| A new housing estate has been built in the local area | | marketing process |  | |
| ‘Baby boomers’ (born 1940 – 1960) have less disposable income | | marketing strategies |  | |
| Customers have started complaining about the quality of the product (and/or service) | | marketing strategies  people, processes and physical evidence |  | |
| Customers are making more online purchases both in Australia and from overseas | | marketing strategies  place/distribution  e-marketing  global marketing |  | |

* Now using your content knowledge and your business examples, identify 4 -5 key points for the following syllabus areas.

|  |  |
| --- | --- |
| **Outcome/Learn to** | **Key points** |
| examine why ethical behaviour and government regulation are important in marketing |  |
| assess why a mix of promotional strategies is important in the marketing of goods and services |  |
| explain management strategies and their impact on businesses |  |
| discuss the social and ethical responsibilities of management |  |
| evaluate the effectiveness of management in the performance of businesses |  |

## Extended response

* Complete an extended response for the following question: ‘Discuss strategies that management may use to respond to influences on marketing.’
* Use a [peer](https://schoolsnsw.sharepoint.com/:p:/s/DLS/EVQGbTuQjJVPn34_eBthJ0kB_TGDAg0FheGb3DdU_LAhDw?e=rOmbtQ&clearCache=4acd8771-7416-37d2-a535-947afff6969e) feedback strategy to gain advice on how to improve the extended response from at least one of your peers before emailing to your teacher. Feedback should be based the marking guidelines below and whether the answer is able to:
  + apply relevant business case study/ studies and contemporary business issues
  + communicate using relevant business terminology and concepts
  + present a sustained, logical and cohesive response

### Marking guidelines

**Teacher note -** The marking guidelines are to assist students in writing their response, and teachers in marking the response.

|  |  |
| --- | --- |
| **Criteria** | Marks |
| * Clearly identifies issues and provide points for and/or against strategies that management may use to respond to influences on marketing * Applies relevant case study/studies and contemporary business issues * Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts | 17-20 |
| * Identifies some issues and provides some points for and/or against strategies that management may use to respond to influences on marketing * Uses relevant case study/studies and contemporary business issues * Presents a logical and cohesive response using relevant business terminology and concepts | 13 -16 |
| * Provides characteristics and features of strategies that management may use to respond to influences on marketing * Makes reference to case study/studies and/or contemporary business issues * Communicates using relevant business terminology and concepts | 9 -12 |
| * Sketches operations marketing strategies in general terms * May make reference to case study/studies and/or contemporary business issues * Communicates using some business terminology and concepts | 5 - 8 |
| * Makes limited reference to marketing * May identify case study/studies * Uses basic business terminology | 1 - 4 |